

WHAT IS CLAIMED IS:

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1. A terminal for receiving a first content to be broadcast and fetching a second content stored on a network, and interrelating the received first content and the fetched second content with each other for reproduction and output, wherein

5 the second content is plurally stored on the network, said second content is assigned a URL indicating where the second content is stored on said network, and

the first content is embedded with tag information used to specify the URL of the second content to interrelate the first and second contents with each other for reproduction and output, and

said terminal comprises:

reception means for receiving the first content;

15 fetch means for fetching the second content on the network; and

reproduction and output means for interrelating the first content received by said reception means and the second content fetched by said fetch means for reproduction and output, wherein

20 said fetch means refers to the tag information embedded in the first content received by said reception means to specify any one URL, and fetching the second content having the URL assigned.

2. The terminal according to claim 1, wherein said first content is a program to be broadcast nationwide through a satellite broadcasting network,

said second content is a regional CM,

5 said tag information has a name or an identifier of a sponsor and/or a product, and

said terminal further comprises:

location storage means for storing location information indicating in which area the terminal is, wherein

10 as for the CM stored on said network, said fetch means refers to a table indicating the URL, the sponsor and/or the product, and a targeting area, and specifies the URL of the CM matching with the name or identifier of the sponsor and/or product in the tag information embedded in the program received by said reception
15 means, and with the area of the terminal.

3. The terminal according to claim 2, further comprising table storage means for storing said table, wherein

said fetch means specifies, on its own, said URL by referring to the table stored in said table storage means.

4. The terminal according to claim 2, wherein said fetch means brings a name server, which has said table stored, to specify said URL by providing said tag information and said location information thereto.

5. The terminal according to claim 1, wherein said first content is scrambled, and

said second content is embedded with key information used to descramble said first content, and

5 said reproduction and output means

extracts said key information from said second content fetched by said fetch means,

descrambles said first content by the key information, and

10 interrelates the first and second contents with each other for reproduction and output.

6. The terminal according to claim 5, wherein said second content is in a form of MPEG2 video stream,

said key information is embedded in a user data region located in a predetermined layer of said MPEG2 video stream, and

5 said reproduction and output means extracts said key information from said user data region.

7. The terminal according to claim 6, wherein said predetermined layer is a group-of-picture layer.

8. The terminal according to claim 6, wherein said predetermined layer is a picture layer.

9. The terminal according to claim 6, wherein said predetermined layer is a sequence layer.

10. The terminal according to claim 5, wherein said second content is in a form of MPEG2 video stream,

said key information is embedded in said MPEG2 video stream by digital watermark, and

5 said reproduction and output means decodes said MPEG2 video stream, and extracts said key information therefrom.

11. The terminal according to claim 1, wherein said second content is predetermined by a timing for output, and

said fetch means prefetches the second content before the timing to allow said reproduction and output means to output the
5 second content with the timing.

12. The terminal according to claim 1, wherein said tag information has the URL of the second content to be interrelated with the first content for reproduction and output, and

said fetch means fetches the second content having the URL
5 found in said tag information assigned.

13. A content providing system for interrelating a first content to be broadcast and a second content stored on a network, said system comprising:

a broadcast device for broadcasting the first content;

5 a storage which is provided on the network, and stores a plurality of the second contents; and

a terminal for receiving the first content broadcast by said broadcast device and fetching the second content from said storage, and interrelating the received first content and the fetched
10 second content with each other for reproduction and output, wherein

said second content is assigned a URL indicating where the second content is stored on said network,

said broadcast device embeds, in said first content, tag
15 information used to specify the URL of the second content to be interrelated with the first content with each other for reproduction and output, and

said terminal specifies any one URL based on the tag information embedded in the received first content, and fetches
20 the second content having the URL assigned.

14. The content providing system according to claim 13, wherein said first content is a program to be broadcast nationwide through a satellite broadcasting network,

said second content is a regional CM,

5 said tag information has a name or an identifier of a sponsor and/or a product, and

said terminal

knows its own location, and

10 refers to, as for the CM stored in said storage, a table
indicating the URL, the sponsor and/or the product, and a
targeting area, and specifies the URL of the CM matching with the
name or identifier of the sponsor and/or the product in the tag
information embedded in the program received by said reception
means, and with the area of the terminal.

15. The content providing system according to claim 15,
wherein said terminal

further stores said table, and
specifies said URL on its own.

16. The content providing system according to claim 14,
further comprising a name server having said table stored, wherein
said terminal brings said name server to specify said URL
by providing said tag information and said location information
5 thereto, and

said name server specifies said URL, and responds the URL
back to said terminal.

17. The content providing system according to claim 14,
wherein said broadcast device further broadcasts said table, and
said terminal receives and stores the table broadcast by
said broadcast device.

18. The content providing system according to claim 15,
wherein said broadcast device further broadcasts said table, and
said terminal

receives the table broadcast by said broadcast device,
5 selects, from the received table, only information
relevant to the area of the terminal based on the location
information stored therein, and
stores a newly-generated table including the selected
information only.

19. The content providing system according to claim 13,
wherein said second content is predetermined with a timing for
output, and

said broadcast device embeds the tag information in a
5 temporal position in said first content where said terminal can
fetch the second content before the timing.

20. The content providing system according to claim 13,
wherein said first content is scrambled,

said broadcast device gives, to said storage, key
information used to descramble said first content before
5 broadcasting the first content, and

said storage embeds the given key information in the second
content stored therein, and

said terminal

extracts said key information from the second content
10 fetched from said storage,
descrambles said first content by the key information,
and
interrelates the first and second contents with each
other for reproduction and output.

21. The content providing system according to claim 13,
wherein said tag information has the URL of the second content
to be interrelated with the first content to be broadcast by said
broadcast device for reproduction and output, and

5 said terminal fetches, from said storage, the second
content corresponding to said URL.